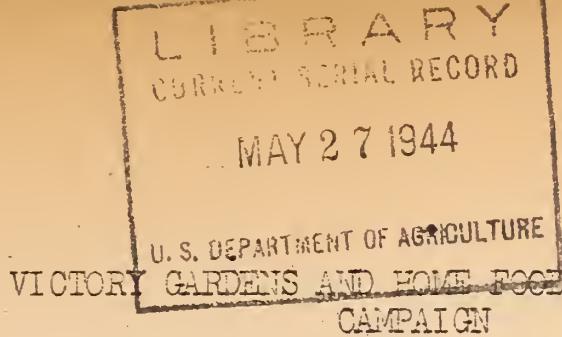


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Reserve



CAMPAIGNS REPORT NO. 25

September 30, 1943

| Subject | Assigned | Status |
|--|-----------------------------|--|
| <u>Radio</u> | | |
| Victory Garden Program (Blue) - "Fruits in the Home Garden" | Hemphill DuMars Moore | In preparation for Oct. 4 |
| <u>Farm and Home Hour</u> | | |
| Care of the Pressure Canner | Van Deman | In preparation for October 5 |
| Community Canning This Year and Next H. B. Bolin, FDA | Van Deman | In preparation for October 7 |
| <u>Press</u> | | |
| Home-canned food deserves good storage | Davis | Ready for release |
| Review of new folder on care of pressure canner | Pundt | In preparation |
| Furnished wartime family food plans to Woman's Day | Van Deman | Completed |
| <u>PRICE AND RATIONING CAMPAIGN</u> | | |
| Summary of Information on Distribution and Use of War Ration Book Four | OPA | Ready for distribution to OPA, WFA field staffs about Oct. 4 |
| Draft of statement on rationing regulations for farm slaughter, for The Southern Planter | Millson FDA | In clearance |
| <u>Radio Round-Up on Food</u> | | |
| Point Value Changes - Brown Stamp Foods | Cohan | Completed |
| Point Value Changes - Blue Stamp Foods | FDA | |
| <u>Films</u> | | |
| "Riding Together to Victory" | OPA | Sent to OPA District Offices for use in the field |
| "Black Marketing" | OWI | Now available in 16 mm. for general use. |

| Subject | Assigned | Status |
|---|--------------------|-------------------|
| <u>ANTI-BLACK MARKETS CAMPAIGN</u> | | |
| RADIO | | |
| <u>Farm and Home Hour</u> | | |
| October 5 — Livestock Slaughter Regulations — 3 minute script with Wallace Kadderly. | Janet Burns FDA | In preparation |
| FARM SUPPLIES AND TRANSPORTATION CAMPAIGN | | |
| Campaign handbook | OI-OWI | To printer |
| Poster on high-analysis fertilizer | Lewis | In clearance |
| Press release on farm utilization campaign. | Lewis | Released Sept. 29 |
| Release on new farm machinery rationing, distribution program | Lewis | Released Sept. 28 |
| Background on points to stress locally on new machinery rationing program (prepared for special meetings) | Lewis | Completed |
| FOOD FIGHTS FOR FREEDOM CAMPAIGN | | |
| RADIO | | |
| <u>Farm Flashes;</u> | | |
| Call for Pulpwood | Rowe, FS | Cleared |
| <u>Network Broadcasts:</u> | | |
| Farm and Home Hour | | |
| Oct. 6 - More Soap, Ruth Van Deman | | |
| Oct. 8 - Dehydrating Vegetables, Dr. E. C. Auchter, Agr'l. Research, and Director and staff members of Western Regional Research Laboratory (by ET) from the laboratory | Teuton, AIC | In preparation |
| Two-column drawings on "Food Really Fights" to NEA Service. | Beckman | Mailed |

| <u>Subject</u> | <u>Assigned</u> | <u>Status</u> |
|--|-----------------|----------------|
| Materials listed in Mobilization Guide. | | |
| 1200-word illustrated feature article on Food Fights for Freedom for KIWANIS Magazine. | M. Beckman | Mailed |
| Illustrated feature article on Food Fights for Freedom campaign to WNU. | M. Beckman | Mailed |
| 1000-word illustrated feature article on Food Fights for Freedom for BANKING Magazine. | M. Beckman | Mailed |
| "What the Consumer Can Expect In Food" (700 words) and comparative production figures for 1942 and 1943 on major foods, requested by Pittsburgh Press. | M. Beckman | In clearance |
| 1200-word illustrated feature article on 1943 production, and Food Fights for Freedom campaign for SANTA FE Magazine. | M. Beckman | In preparation |

FARM LABOR CAMPAIGN

RADIO

Homemakers' Chats

Volunteer Harvest Hands

Durham, Ext.

Cleared

Farm Flashes

Short Cuts in Dairy Barn

Reynolds, OI

In clearance

FOOD INFORMATION SERIES, LEAFLETS, ETC.

Statement showing number of family and hired workers employed on farms in 1943

Hancock

In preparation

Summary of Farm Labor situation looking to 1944 for goals meeting.

Fulghum

Being mimeographed

VISUAL

Farm Work is War Work (Movie)

Bennett

Completed

Slidefilm - Step by Step, shows easier ways to do 9 household tasks

Bennett

Ready Oct. 25

Slidefilm - Time and Motion, studies in a Vermont Dairy Farm.

Bennett

Ready Oct. 10

PRODUCTION GOALS CAMPAIGN

| <u>Subject</u> | <u>Assigned</u> | <u>Status</u> |
|--|------------------|----------------|
| <u>RADIO</u> | | |
| <u>Farm Flashes</u> | | |
| Don't Shoot Insulators | Hartogensis, REA | Cleared |
| New Sweet Storage Idea | Reynolds, OI | Cleared |
| Fall and Winter Grazing | Reynolds, OI | In preparation |
| Seed Forage Crops | Reynolds, OI | In preparation |
| Dairy Herd Improvement | Reynolds, OI | In preparation |
| Dairy Payment Plan | Reynolds, OI | In preparation |
| More Crop Loans Available | Fox, FSA | In preparation |
| <u>INS and PA</u> | | |
| Pigs Eat Hay and Like It | Reynolds, OI | Cleared |
| Two Farmers Raise More Food | Fox, FSA | Cleared |
| Double-Duty Farm Financing | Herndon, OI | In clearance |
| From Relief to War Food Growing | Fox, FSA | In preparation |
| <u>Network Broadcasts</u> | | |
| <u>Farm and Home</u> | | |
| Oct. 4 - The Protein Feed Program, Harry Salisbury Morse Salisbury, Dir. of Information | | In preparation |
| Oct. 6 - Less Bovine TB, Dr. A. E. Wight, BAI, and Wallace Kadderly | Burch, BAI | In preparation |
| Further gains in eradicating bovine tuber- culosis | Burch, ARA | In preparation |
| Safekeeping for your home-canned food | Van Deman, ARA | Scheduled |
| Take care of your pressure canner | Van Deman, ARA | Scheduled |
| Mend it - make it do | Van Deman, ARA | Scheduled |
| Save weather-damaged soybeans | Zahniser, ARA | Sept. 21 |
| <u>PRESS</u> | | |
| Old potato varieties give way to new ones | BPISAE | Cleared |
| Selecting sheep for open faces reduces wool blindness | Burch, ARA | In clearance |
| Phosphate drink makes Texas cattle thrive | Burch, ARA | In clearance |
| BAI predominantly scientific | Burch, ARA | Cleared |
| Sweetpotato products good steer feeds | Burch, ARA | Cleared |
| For homemakers in a honey belt | Pundt, ARA | Cleared |
| Home-canned food deserves good storage | Pundt, ARA | Cleared |
| <u>Features</u> | | |
| Illustrated food production story for Pittsburgh Press | Beckman, AAA | In preparation |

| <u>Subject</u> | <u>Assigned</u> | <u>Status</u> |
|---|-----------------|----------------|
| Press release on 1944 production suggestions | Emerson, AAA | In clearance |
| Press release on announcement of goals meetings in states | Emerson, AAA | In clearance |
| Background statement on Transportation and Marketing | Emerson, A-A | In clearance |
| Memorandum on Food Requirements for kit | Emerson, AAA | In clearance |
| War Board Memorandum on schedule of state goals meetings | Hall, AAA | In clearance |
| Press release on pressure cookers rationing regulations relaxed | Hill, AAA | Out |
| Agriculture in Action | Reynolds, AAA | Out |
| Weekly War Board Summary | Stewart, AAA | Out |
| Story on seed | Thompson, AAA | In preparation |
| Information on tool kit for committee (nutrition) use | Reynolds, AAA | In preparation |
| Two skeleton press releases, and radio "shorts" on winter cover crops and Austrian Winter peas, for N. Carolina use | Stewart, AAA | Out |
| Information regarding nation's oil meal problem, for magazine publication | Stewart, AAA | Out |
| <u>RADIO</u> | | |
| Radio suggestions on production to be included in the tool kit | Heinan, AAA | Out |
| Story on Soft Wheat Prices for National Farm and Home Hour | Heinan, AAA | Out |
| Cottonseed price support item to Farm Program Directors | Heinan, AAA | Out |
| Item on need for cotton farmers to keep marketing records, for Farm Program Directors | Heinan, AAA | Out |

